



REDUCING BUSINESS JUNK MAIL

LIMIT JUNK MAIL WITH MINIMAL TIME AND EFFORT

- Contact Dun & Bradstreet, the source of business-to-business mailing lists, and ask to be removed from their list. Phone the Customer Resource Center, 1-800-333-0505 or email custserv@dnb.com
- Send a list of former employees to Red Flag Employer Services (www.redflagservices.com). They will remove these names from direct mailers' lists free of charge.
- Inform employees that they can help reduce unwanted mail by:
 - Making sure all personal items are delivered to their homes
 - Asking businesses they deal with to not sell or trade your company's mailing information
 - Providing other businesses your company's name, phone, and e-mail only, but no physical address whenever possible

Contract with a recycling vendor to recycle junk mail. In Boulder County most junk mail can be recycled with office paper. Provide plenty of clearly marked recycling containers throughout the office, including at employees' desks.

ADDITIONAL STEPS TO TACKLE OTHER SOURCES OF JUNK MAIL

Announce the mail reduction program to the entire company along with instructions on how employees can help. Post information and periodically send out reminders to encourage continued support. Explain your mail reduction program to new employees.

If possible, assign one person the task of Junk Mail Coordinator to reduce all unwanted mail - this will streamline the process. This could be a temporary worker or a volunteer. Put out clearly marked collection boxes near the mail slots for each department and ask employees to place all mail and faxes they no longer want to receive into these containers to be handled by the Junk Mail Coordinator. If only name corrections are needed, ask employees to note the corrections on the mailings.

Instruct employees or the Junk Mail Coordinator on different ways to handle unwanted mail:

- Take advantage of toll-free or local fax or phone numbers and any enclosed postage-paid envelopes or postcards (tape your address to the postcard with a request to be removed from the mailing list). Toll-free area codes are 800, 888, 877, or 866.
- For first-class mailings or mail marked either "Return Service Requested" or "Change Service Requested", cross out your name and address and the bar code, write or stamp "refused: return to sender", and give back to the mail carrier.
- For bulk-rate mail without a fax number or postage-paid return mailer, remove and save the page with both your address and the sender's address and recycle the remaining paper. Group unwanted mail from the same sender together. Periodically, mail pre-printed postcards or letters to these senders to request removal of the appropriate names and addresses from their mailing list.
- If desired, request that all listings for your company be removed from a particular sender's mailing list.

- Create a postcard to send to businesses requesting removal from their mailing list. Preformatted postcards are available at dnr.metrokc.gov/swd/nwpc/bizjunkmail8.htm, or you can design your own postcard. At the top of the card, leave a space to tape the address label. You can say: "TAPE ADDRESS HERE." It is important to have the address (that you want deleted) taped to the top of the card (vs. the middle or bottom) to avoid confusion at the post office. Include a series of check-off boxes on the postcard such as:
 - "Delete Address." Below that, if you like, you can have smaller check-off boxes that say, "Info not wanted," "Person no longer here," "Person unknown," or "Other"
 - "Do NOT place my address on any mailing lists"
 - "Please keep sending mailing, but change info to:" (then leave spaces for name, title, organization, and address)

Instruct employees on other ways to stay off of unwanted mailing lists:

- When your company registers for classes or conferences, purchases products or services, and orders subscriptions, request to not have your company's mailing information distributed to other vendors. This could be standardized as a memo, a pre-printed comment on documents, or a stamp. Create a standard form for registrations for subscriptions, conferences, training classes, etc. Include the message "Please do not share this name or address through mailing list sales or trades" at the bottom.
- Ask your receptionist to only provide your company's address to callers with a legitimate reason for seeking such information.

If you send direct mail, clean up your own mailing lists. Suggestions:

- Consolidate mailing lists into one computer database and delete duplicate listings
- Send customers who receive multiple mailings a list of their recipient employees and ask them to cross off names of employees who have left or relocated
- Label all direct mail as "Return Postage Guaranteed"
- On every mailing you send out, print easy "opt out" instructions in a visible place on the mailing
- To delete names from your mailing list, set up and maintain a system that can handle both returned mail and phoned-in requests for removal

Junk Mail Impacts

62 million trees and 28 billion gallons of water were used to produce U.S. mail for just one year
 55% of all paper fibers come from trees (17% of this is from old-growth forests)
 23 million acres of forest area was lost worldwide between 1990 and 2000
 Habitat loss is one of the main causes of animal and plant extinction
 Percent of various wildlife groups threatened with extinction (1995):
 ⇒ birds: 11%; reptiles: 20%; mammals: 25%; amphibians: 25%; fish: 34%; vascular plants: 12.5%
 50% of all U.S. mail is discarded unopened

Sources: Consumer Research Institute - www.stopjunk.com
 National Waste Prevention Coalition - dnr.metrokc.gov/swd/nwpc/bizjunkmail.htm
 Global Stewards Organization - www.globalstewards.org/junkmail.htm